

The AMD 7-Series Chipsets

THE AMD 7-SERIES CHIPSET LOGOS

The following information addresses the correct treatment of the AMD 7-Series Chipset logos for use in motherboard applications, PC boot-up screens, retail packaging, advertising, technical communications, marketing collateral, and other printed, Web, or visual materials.

For purposes of illustration in this document, the specific AMD 7-Series Chipsets logo will be used. However, these guidelines apply to all the AMD 7-Series Chipset logos including:

→ Chipsets Logo

AMD 7-Series Chipsets

→ Discrete Chipset Logos

AMD 790FX Chipset, AMD 790X Chipset, and AMD 770 Chipset

The AMD 790X Chipset and AMD 790FX Chipset logos can be used with the ATI CrossFireX™ and ATI CrossFireX™ Certified logos, when applicable. Thus, logo usage information for the ATI CrossFireX™ platform is included in these guidelines.

General Guidelines

The AMD 7-Series Chipset logos may only be used in connection with the promotion of the corresponding AMD chipset and not for other goods and/or services.

There are two versions of each of the AMD 7-Series Chipset logos — color and grayscale. Do not modify or re-create the AMD 7-Series Chipset logos under any circumstances. Always use the artwork provided by Advanced Micro Devices, Inc.

The following trademark attribution must be used when featuring the AMD 7-Series Chipset logos:

AMD, the AMD Arrow logo, and combinations thereof, are trademarks of Advanced Micro Devices, Inc. Other names are for informational purposes only and may be trademarks of their respective owners.

Follow the more detailed rules set forth in the Trademark Usage Guidelines for AMD 7-Series Chipsets, the AMD 790FX Chipset, AMD 790X Chipset, and the AMD 770 Chipset when referenced in text.



The AMD 7-Series Chipsets logo and each discrete product logo is available in color.



The AMD 7-Series Chipsets logo and each discrete product logo is available in grayscale.

ASIC Code Name	Brand name
RD790	AMD 790FX Chipset
RD780	AMD 790X Chipset
RX780	AMD 770 Chipset



The AMD 7-Series Chipsets

THE AMD 7-SERIES CHIPSET LOGOS (CONT.)

The AMD 7-Series Chipset logos include the AMD brandmark, the appropriate AMD 7-Series Chipset logotype, and the AMD Chipset Triangle graphic, all positioned within a black enclosure. There are two versions of each of the AMD 7-Series Chipset logos — color and grayscale. The color version is available in both CMYK and spot color.



Color



Grayscale



Color logo
on a color background

Grayscale logo
on a color-neutral background



Color logo
on color photography



Grayscale logo
on black-and-white photography



The AMD 7-Series Chipsets

AVAILABLE FORMATS—AMD 7-SERIES CHIPSETS

Key to file naming conventions

Product I.D. #	Chipset	Media (E = Electronic, P = Print)	
43787-A	7srs	Logo	
		L	Size (L = Large, S = Small)
		E	Media (E = Electronic, P = Print)
		RGB	Color Mode (4C = Process, Gs = Grayscale, RGB = On screen, Sp = Spot)
		.png	File Format

Listed below are the available formats of the AMD 7-Series Chipsets logo.

43787-A_7srs_Logo_P_4C.eps

Four-color (CMYK) process version for traditional printing

43787-A_7srs_Logo_P_Sp.eps

Spot-color version for specialized printing, e.g. screen printing

43787-A_7srs_Logo_P_Gs.eps

Grayscale version for limited color printing

43787-A_7srs_Logo_E_RGB.eps

RGB version for online or multimedia use

43787-A_7srs_Logo_L_E_RGB.png

Large version for use in presentations, e.g. PowerPoint™

43787-A_7srs_Logo_S_E_RGB.png

Small version for use in presentations, e.g. PowerPoint™

43787-A_7srs_Logo_BIOS_E_RGB.bmp

RGB version for use in BIOS splash screens



Color



Grayscale



The AMD 7-Series Chipsets

AVAILABLE FORMATS—AMD 790FX CHIPSET

Key to file naming conventions				
Product I.D. #	Chipset	Media (E = Electronic, P = Print)		
43788-A	790FX	Logo	L	E
			Size (L = Large, S = Small)	Color Mode (4C = Process, Gs = Grayscale, RGB = On screen, Sp = Spot)
				File Format
				43788-A_790FX_Logo_L_E_RGB.png

Listed below are the available formats of the AMD 790FX Chipset logo.

43788-A_790FX_Logo_P_4C.eps

Four-color (CMYK) process version for traditional printing

43788-A_790FX_Logo_P_Sp.eps

Spot-color version for specialized printing, e.g. screen printing

43788-A_790FX_Logo_P_Gs.eps

Grayscale version for limited color printing

43788-A_790FX_Logo_E_RGB.eps

RGB version for online or multimedia use

43788-A_790FX_Logo_L_E_RGB.png

Large version for use in presentations, e.g. PowerPoint™

43788-A_790FX_Logo_S_E_RGB.png

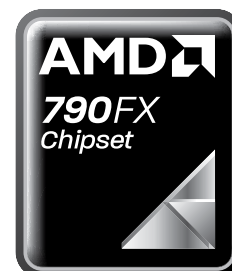
Small version for use in presentations, e.g. PowerPoint™

43788-A_790FX_Logo_BIOS_E_RGB.bmp

RGB version for use in BIOS splash screens



Color



Grayscale



The AMD 7-Series Chipsets

AVAILABLE FORMATS—AMD 790X CHIPSET

Key to file naming conventions

Product I.D. #	Chipset	Media (E = Electronic, P = Print)	
43789-A	790X	Logo	
		L	
		E	
		RGB	
		.png	File Format
		Size (L = Large, S = Small)	Color Mode (4C = Process, Gs = Grayscale, RGB = On screen, Sp = Spot)

Listed below are the available formats of the AMD 790X Chipset logo.

43789-A_790X_Logo_P_4C.eps

Four-color (CMYK) process version for traditional printing

43789-A_790X_Logo_P_Sp.eps

Spot-color version for specialized printing, e.g. screen printing

43789-A_790X_Logo_P_Gs.eps

Grayscale version for limited color printing

43789-A_790X_Logo_E_RGB.eps

RGB version for online or multimedia use

43789-A_790X_Logo_L_E_RGB.png

Large version for use in presentations, e.g. PowerPoint™

43789-A_790X_Logo_S_E_RGB.png

Small version for use in presentations, e.g. PowerPoint™

43789-A_790X_Logo_BIOS_E_RGB.bmp

RGB version for use in BIOS splash screens



Color



Grayscale



The AMD 7-Series Chipsets

AVAILABLE FORMATS–AMD 770 CHIPSET

Key to file naming conventions

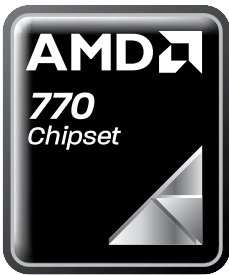
Product I.D. #	Chipset	Media (E = Electronic, P = Print)	
43790-A_770_Logo_L_E_RGB.png			File Format
	Size (L = Large, S = Small)	Color Mode (4C = Process, Gs = Grayscale, RGB = On screen, Sp = Spot)	

Listed below are the available formats of the AMD 770 Chipset logo.

- 43790-A_770_Logo_P_4C.eps**
Four-color (CMYK) process version for traditional printing
- 43790-A_770_Logo_P_Sp.eps**
Spot-color version for specialized printing, e.g. screen printing
- 43790-A_770_Logo_P_Gs.eps**
Grayscale version for limited color printing
- 43790-A_770_Logo_E_RGB.eps**
RGB version for online or multimedia use
- 43790-A_770_Logo_L_E_RGB.png**
Large version for use in presentations, e.g. PowerPoint™
- 43790-A_770_Logo_S_E_RGB.png**
Small version for use in presentations, e.g. PowerPoint™
- 43790-A_770_Logo_BIOS_E_RGB.bmp**
RGB version for use in BIOS splash screens



Color



Grayscale



The AMD 7-Series Chipsets

CLEAR SPACE AND MINIMUM SIZE REQUIREMENTS

The AMD 7-Series Chipset logos are most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space, as demonstrated in the diagram to the right, must surround the logo in all situations. The clear space requirement indicated represents an area equal to the width of the AMD Arrow Logo. This is illustrated in the example on the right.

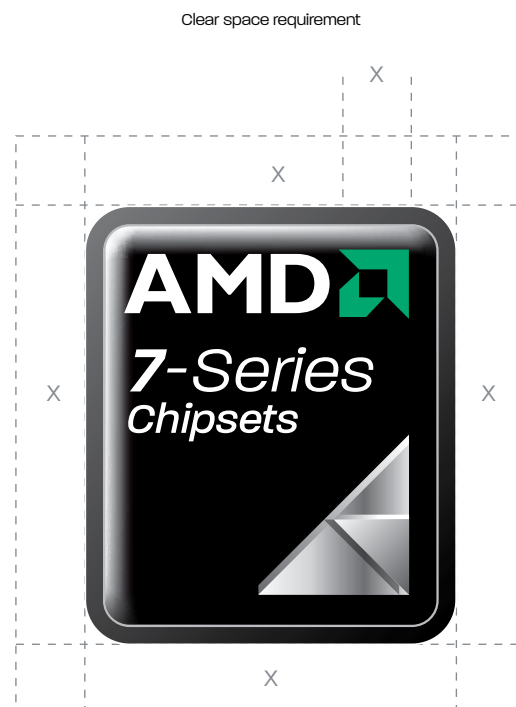
Clear space is defined as an area that is completely free of other objects or elements, including, but not limited to, type, borders, edges, other logos, words, graphics, slogans, numbers, and design features, or symbols, company names, products, and/or services.

For print applications, the minimum size requirement for an AMD 7-Series Chipset logo is .75" (1.905cm) wide.

For electronic applications, the minimum size requirement for an AMD 7-Series Chipset logo is 70 pixels wide.

For use in motherboard applications — where there are challenges related to scale, format, media, or reproduction — a horizontal AMD 7-Series Chipsets heat sink logo is available. Motherboard logo application guidelines are also included in this document.

For the minimum logo size to use on packaging, please refer to the Product Packaging section of these guidelines.



Minimum size requirement

.75 inches
1.905cm



*When sizing the logo up or down, always include the white holding shape in the measurement.



The AMD 7-Series Chipsets

COLOR REQUIREMENTS

The color diagram to the right identifies the color of each element in the AMD 7-Series Chipset logos. Provided below is a color list that will assist in the correct reproduction of each logo in the most commonly used media formats.

Spot Color

(Spot color printing, such as promotional items, marketing collateral, etc.)

AMD Green = PANTONE® 347 C

Black = K100

White = K0

CMYK

(Four-color process printing, such as advertisements, marketing collateral, magazines, etc.)

AMD Green = C100 M0 Y79 K0

Black = K100

White = K0

RGB

(Electronic on-screen representations, such as CD demos, multimedia presentations, PowerPoint, etc.)

AMD Green = R0 G153 B102

Black = R0 G0 B0

White = R255 G255 B255

HEX

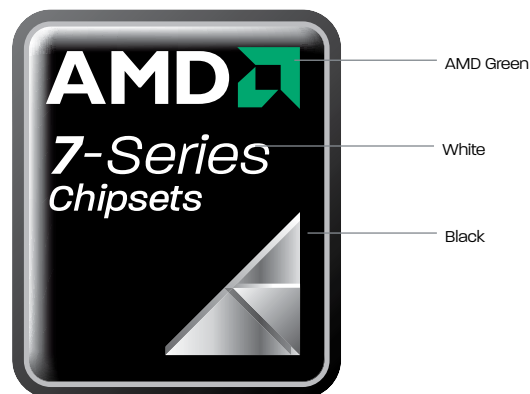
(Electronic online representations, such as Web graphics, Web banners, etc.)

AMD Green = 009966

Black = 000000

White = FFFFFFFF

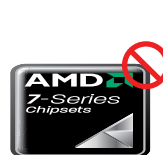
The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® color standards. Consult current PANTONE® publications for accurate color. PANTONE® is the property of Pantone, Inc.



The AMD 7-Series Chipsets

INCORRECT USAGE

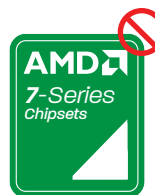
The examples on the right illustrate common misuse of the AMD 7-Series Chipset logos. Always use the artwork provided by Advanced Micro Devices, Inc.



DO NOT distort an AMD 7-Series Chipset logo in any way



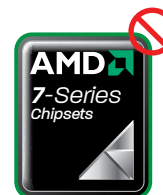
DO NOT create other versions of an AMD 7-Series Chipset logo



DO NOT create spot-color versions of an AMD 7-Series Chipset logo



DO NOT use just the an AMD 7-Series Chipset Triangle Icon



DO NOT alter the color of an AMD 7-Series Chipset logo



DO NOT add elements to an AMD 7-Series Chipset logo



DO NOT remove the white holding shape behind an AMD 7-Series Chipset logo

DO NOT position the logo over a busy or inappropriate area of a photographic background

